



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5700.1A
00P
9 AUG 02

COMNAVCRUITCOM INSTRUCTION 5700.1A

From: Commander, Navy Recruiting Command

Subj: MUSIC FOR RECRUITING PROGRAM

Encl: (1) Request for Music for Recruiting (MFR) Support
(2) NAVCRUIT 1142/1 (7-02), Local Effective Accession
Delivery System (LEADS) Card
(3) NAVCRUIT 5700-1, Music for Recruiting After Action
Report (MFRAAR)
(4) Music for Recruiting Checklist

1. Purpose. To promulgate instructions and information for requesting MFR funding within a Navy Recruiting District's (NRD) area of responsibility and tracking qualified LEADS obtained from the MFR event.

2. Cancellation. COMNAVCRUITCOMINST 5700.1. Due to numerous changes, marginal notations are not included. This instruction should be reviewed in its entirety.

3. Information. Enclosure (1) identifies necessary information to determine reimbursement to districts requesting Commander, Navy Recruiting Command (COMNAVCRUITCOM) funds for MFR events. Enclosure (2) identifies LEADS information necessary for tracking qualified individuals identified during MFR events. Enclosure (3) is the MFRAAR required after completion of MFR events. Enclosure (4) provides a checklist that event coordinators may follow throughout the MFR request process.

4. Responsibility

a. The NRD Public Affairs Officer will obtain demographics for the event from the Recruiter in Charge (RINC), Zone Supervisor, or the event coordinator to include the following information:

(1) Percent of attendees who are recruitment age eligible.

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(2) Education level of attendees: high school education, some college, or a college degree.

(3) Number of expected attendees.

(4) Tentative itinerary of performances, estimated audience size, and travel costs as estimated by the band.

b. Using enclosure (1), the NRD will compile all data obtained locally and submit a request (e-mail is acceptable) for funding to COMNAVCRUITCOM Public Affairs Officer (00P1) for funding support. COMNAVCRUITCOM will determine feasibility of the request based on the following mission essential elements:

(1) Performances must target recruit-eligible audience e.g. high school, college age students.

(2) NRD must schedule at least two performances per non-travel day.

(3) Estimated performance costs for Navy Band must be based on government rates for per diem, lodging, and transportation as determined by the band.

(4) Request must be made no less than 60 days prior to the desired date. Copies of the request should be submitted to the District's Budget Analyst and the Navy Band being requested to support the event. Internal copies of the request should be provided to the District's Enlisted Programs Officer, Officer Programs Officer, Chief Recruiter, requesting RINC and Zone Supervisor.

(5) Under no circumstances should NRDs confirm or obligate band events without PRIOR APPROVAL FROM COMNAVCRUITCOM PAO FOR FUNDING.

c. Upon receiving funds approval by COMNAVCRUITCOM, the NRD PAO will:

(1) Confirm dates with the supporting band.

(2) Notify requesting RINC, Zone Supervisor, EPO, OPO and CR of funding authority.

(3) Notify District Budget Analyst of impending fund transfer to JON 390 with amount of fund transfer and event being funded.

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(4) Obtain rank, name and social security number of attending band members and provide the information to NRD Travel Clerk for tango numbers and accounting data.

(5) Supply supporting band controller with an Authorization to Site Funds letter for the requested event 30 days prior to the event.

(6) Coordinate with RINC and Zone Supervisor for finalized performance schedule. Assist in determining quantity of RADs needed and outline of RADs distribution for the purpose of obtaining qualified LEADS. Provide performance unit with itinerary and necessary travel information as well as any special LEADS generating programs (i.e. drawing for CD, qualifying for a Navy T-shirt, ball cap, etc.).

(7) Ensure that necessary berthing is reserved for the performance team. Provide the performance unit with point of contact listing including office, home, beeper and cell phone number of all parties involved (i.e. RINC, Zone Supervisor, Recruiter and PAO).

d. The RINC where the school performance is being conducted must be present during the show. A minimum of two recruiters will accompany each performance. The recruiters are responsible for providing an accurate number of attendees present and must ensure that LEADS cards obtained from the Music CD Giveaway Contest (poster, entry box, entry forms/LEADS cards to be provided by the Navy Band) are complete and accurate.

e. The Zone Supervisor is responsible for on-site execution and forwarding a copy of all LEADS cards (entry forms/business reply cards generated from the CD Giveaway Contest) to the NRD PAO within 24 hours of the presentation, or the next business day.

f. PAOs are tasked with producing and disseminating press releases to local media one week prior to the event and again the day before the performance begins. Local radio stations that broadcast Top 40's music should have priority in broadcast interviews or morning shows with the band. Assistance may be obtained from your regional NAVINFO or COMNAVCRUITCOM PAO.

5. LEADS Tracking. LEADS must be tracked by the event coordination number, referred to as a "control number." Control numbers should be representative of the station identification number or Zone Supervisor's identification, if

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more than one station is included in the presentation and cite the first day of the event, the three letters of the month, the last two digits of the fiscal year followed by /PAO. For example: 846040-08OCT01/PAO.

6. Forms and Reports. Recruiters and Zone Supervisors must submit the Music for Recruiting After Action Report (MFRAAR) within 10 days. If the presentation is inclusive of two months, the MFRAAR will be due the last business day of the second month involved.

a. The PAO will produce and forward an MFRAAR using enclosure (3) through the chain of command, to include EPO/OPO, CR, XO, CO and 00P1. A courtesy copy of the MFRAAR will be forwarded to the performance unit.

b. Upon closeout of travel orders for performance teams, Budget Analysts are required to return any excess MFR funds back to COMNAVCRUITCOM (N8C).

/s/

W. S. SLOCUM
Deputy

Distribution:

COMNAVCRUITCOMINST 5216.2

IA Department Directors and Special Assistants

IIA Region Commanders

IIIA Navy Recruiting Districts

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Request for Music for Recruiting (MFR) Support

Station ID No.: _____ POC: _____

NRD: _____ Requested by: _____

Type of event: (School, college, public event) _____

Demographic Information: Est. No. of attendees: _____

Est. percentage of Recruitment Age Eligible Attendees (RAEAs): _____

Est. percentage of RAEAs with high school education: _____ Some College: _____

College degree: _____

Date(s): _____ Time(s): _____

Location(s): (Give itinerary) _____

Supporting Comments: _____

LPTS_____
RINC_____
Zone Supervisor_____
EPO/OPO_____
PAO_____
Commanding Officer

DO NOT WRITE BELOW THIS LINE

Date received: _____ Date approved: _____

Date sent to CNRC for approval: _____ After Action due to 00P1: _____

AA Received: _____ After Action due to CNRC: _____

Authorized Cost: _____ Funding received: _____

Enclosure (1)

COMNAVCRUITCOMINST 5700.1A

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Enclosure (1)

COMNAVCRUITCOMINST 5700.1A
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NAVCRUIT 1142/1 (7-02)

Enclosure (2)

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Music for Recruiting After Action Report (MFRAAR)

Must be submitted within 10 days and in the 5th month following the event.

Control No: _____ Date of report/No: _____

NRD: _____

Station/Zone assigned: _____

Date(s) of event: _____

Event type: _____

How was event "pre-advertised"?

How was event "pre-prospected"?

Approximate Event Results

Estimated number of attendees _____

Estimated number of prospects attended _____

Estimated number of COI's _____

Estimated number of reply cards completed _____

Production History**Recruiter Activity**

Months	3 months prior	Month of	3 months after
#APPT's	____-____-____	_____	____-____-____
#INTV's	____-____-____	_____	____-____-____
#ASV's	____-____-____	_____	____-____-____
# PHYS's	____-____-____	_____	____-____-____
# N/C's	____-____-____	_____	____-____-____

Station Activity

Months	3 months prior	Month of	3 months after
# APPT's	____-____-____	_____	____-____-____
# INTV's	____-____-____	_____	____-____-____
# ASV's	____-____-____	_____	____-____-____
# PHYS's	____-____-____	_____	____-____-____
# N/C's	____-____-____	_____	____-____-____

Event Critique

Discuss impact on market-ID:

Discuss impact on new contract production:
NAVCRUIT 5700/1 (7-02)

Estimated number of future new contracts directly influenced at this event:

Lessons learned:

Name_____

Email_____

Phone_____

DO NOT WRITE BELOW THIS LINE

Date forwarded to CNRC_____

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Music for Recruiting Checklist

Control No. _____

Station/Zone: _____

1. Date request made to LPTS: _____
2. Demographics compiled/Request to CNRC: _____
3. Authorization for funding: (Date)_____ (Amount)_____
4. Formal request for band: (Date)_____ (Approved)_____
5. Info'd BA on funds transfer:_____ (Received)_____
6. Tango No. & Auth. to Site Funds: (Requested)_____(Received)_____
CO's ltr to Admin: _____ Frwd to Comptroller: _____
7. Final itinerary from MFR Band Coordinator: _____
Forwarded itinerary to all involved parties: _____
8. RADS ordered: _____ (Received)_____
9. Berthing reserved: _____ (POC for berthing)_____
10. Watchbill: _____
11. CD Giveaway Contest LEADS and LEADS cards (Received)_____
(input)_____ (Returned)_____
12. AAR (Received)_____ Forward to CNRC: _____
13. Close out of travel: _____
14. Funds remaining: _____ Returned to CNRC: _____

Notes/Comments: _____
